

# PATENT ABSTRACTS OF JAPAN

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(21)Application number : **11-229049** (71)Applicant : **ALCATEL**  
 (22)Date of filing : **13.08.1999** (72)Inventor : **HAEGBARTH FRANK**

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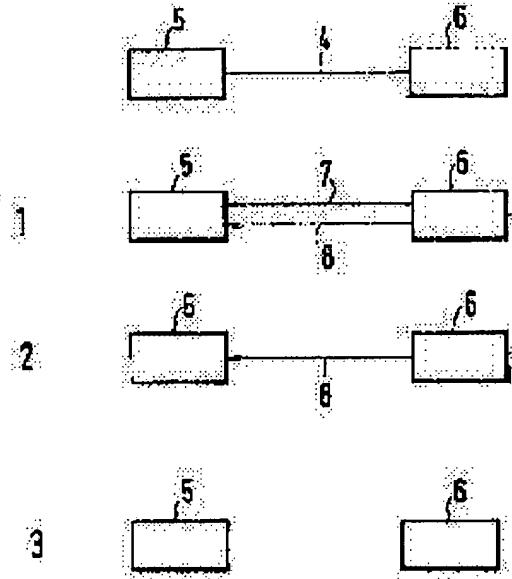
Priority number : **98 19839157** Priority date : **28.08.1998** Priority country : **DE**

## **(54) METHOD FOR INCREASING USE OF VIDEO CONFERENCE**

### **(57)Abstract:**

PROBLEM TO BE SOLVED: To increase the use of video telephone having a 1st channel for voice transmission and a 2nd channel for image transmission.

SOLUTION: At least one subscriber A (caller) or at least one subscriber B owns a video telephone 5 of this type. To increase commercial gain from the video telephone and at the same time to attract more user's attention, sound information and/or image information, especially advertisement, is inputted to the 1st channel 7 and/or 2nd channel 8 and reproduced by the video telephone 5, when the corresponding channels 7 and 8 are not used to establish or maintain a connection, while the connection is established and/or maintained between the subscribers.



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**CLAIMS**

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**[Claim(s)]**

[Claim 1] It is the approach of increasing use of the video telephone (5) which has the 1st channel for voice transmission (7), and the 2nd channel for picture transmissions (8). At least one A subscriber (calling party) or one B subscriber (called party) owns this type of video telephone (5). When not being used for maintenance of a corresponding channel (7 8) of connection establishment or connection while connection between connection establishment and/or between subscribers is maintained The approach characterized by inputting speech information and/or image information, especially an advertisement into the 1st channel (7) and/or 2nd channel (8), and reproducing a video telephone (5).

[Claim 2] The system which performs the approach according to claim 1 characterized by the network operator which offers speech information and/or image information, or the information server (6) of a service provider.

[Claim 3] The system according to claim 2 characterized by the information server (6) which offers two or more programs, especially the advertising program of a subscriber proper, and the means for a subscriber to choose a program.

[Claim 4] The 1st means to have at least one exchange and for the exchange identify at least one channel (7 8) of A subscriber and/or B subscriber which is not used, Said 2nd means is a system according to claim 2 or 3 characterized by the ability to operate when at least one channel (7 8) which is not used is identified by the 1st means including the 2nd means for loading an information server (6).

[Claim 5] The means for detecting at least one channel (7 8) of A subscriber and/or B subscriber which is not used, The means for storing at least one program which has at least one information block, An information server given in any 1 term of claims 2-4 characterized by the means for inputting said information block into the channel (7 8) for which A subscriber and/or B subscriber are not used (6).

[Claim 6] The information server according to claim 5 characterized by the counter which determines the number of inputs of each information block (6).

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DETAILED DESCRIPTION

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[Detailed Description of the Invention]

[0001]

[Field of the Invention] This invention relates to the approach of increasing use of the video telephone of a publication to the preamble of claim 1, the system which performs the approach, and an information server.

[0002]

[Description of the Prior Art] The conditions on the technique which introduces a video telephone in front were created for a while. However, the spread range is still very narrow. There is almost no subscriber who can connect as a video telephone subscriber. Therefore, by the implementation phase, it is hardly interested in video telephony mainly about both the individual user and the operating user.

[0003]

[Problem(s) to be Solved by the Invention] The purpose of this invention is improving the marketability of video telephony deterministically. On the other hand, the profits on a supplier company's commerce are brought about on improvement in a user's purchase volition, and another side.

[0004]

[Means for Solving the Problem] According to this invention, this purpose is attained by the description function of claim 1. Profits will be brought to a user, a network operator and a service provider, the manufacturer of a video telephone, and the advertising industry if a video telephone is used as advertising media.

[0005] According to claim 2, by the information server, the network operator and service provider which offer speech information and/or image information can obtain advertising revenue, and can sell or lease a video telephone to a customer in their network, using the advertising revenue economically. Therefore, the customer of a telephone is provided with a cheap video call service. What type of information is also receivable. Thus, a video telephone spreads quickly and an advertising percentage becomes max in the implementation phase to which conversation by the usual telephone (he has no image) is mainly carried out by video telephone.

[0006] The specific acceptance by the customer is attained by the function of claim 3. A user can use a video telephone and can choose the program which is interested in itself from the program of different some currently offered. Especially each program offers the specific information or the specific advertisement about subject of the range.

[0007] According to claim 4, an information server can be changed through the exchange. The exchange detects and identifies the channel which is vacant as for the calling party or the called party, and tells this to an information server, and, subsequently to the vacant channel, an information server inputs a program. Consequently, although the subscriber is using the video telephone, conversation can receive image information and speech information, while having not carried out. Although a voice channel is used for the conversation of a telephone when connection establishment has just been completed and the subscriber of another side does not own the video telephone, a video advertisement is still supplied to a video channel through an information server. After both the persons concerned that are talking use a video telephone, loading by the information server is not performed. Therefore, actual actuation of two channels, i.e., the actuation which transmits voice and an image between at least two subscribers who are talking, is that priority is given, and it is not inhibited with an advertisement etc.

[0008] The advantageous operation gestalt of an information server is indicated by claim 5. In order to make the network load as small as possible, it is necessary to make usable some information servers with the reproduced contents all over a network. By this, it can reach through the information server nearest to any video telephone.

[0009] The advantageous development form of the information server by claim 5 is characterized by the function of claim 6. A counter judges the number of the information on the transmitted specific type. In a detail, a specific advertising block or an advertising spot is counted, and an advertising agent is asked for a part of cost based on this count. Thus, a network operator and a service provider obtain advertising revenue, and advertising revenue is relayed to a customer.

[0010]

[Embodiment of the Invention] Below, this invention is explained more to a detail about 1 operation gestalt shown in drawing.

[0011] This drawing is a schematic diagram of the proposed approach. The explained example is related with an ISDN video telephone. Three different cases are shown. In connection establishment, a data packet is first transmitted to the information server 6 from the video telephone 5 through the D-channel 4. This data packet contains the call number and the identification character of the program of the request transmitted to the video telephone 5 by the information server 6. The identification character can be preset in the video telephone 5. However, it is also considered that the information server 6 contains the

memory of the call number proper of a desired program. After the information server 6 operates, the selected program is transmitted to the video telephone 5 through two B channels 7 and 8. One B-channel 7 is used for voice transmission, and the B-channel 8 of another side is used for picture transmissions.

[0012] Connection establishment completes a case 2 and the 2nd subscriber, i.e., calling party, or called party shows the situation which is using only the voice channel 7. This is a case as which this 2nd subscriber does not own the video telephone, or the video channel is not operated. Here, the video channel 8 is vacant, therefore can be used for the picture transmission to the 1st subscriber's video telephone 5 from the information server 6. Consequently, the 1st subscriber receives the image information of the voice-told message from the 2nd subscriber, and the information server 6.

[0013] In the case 3, connection establishment is completed and two persons who are talking, or all subscribers are using the video telephone 5. Since both the channel 7 and the channel 8 are used in this case, picture transmission and voice transmission through an information server is also impossible.

[0014] This invention is not limited to the above-mentioned operation gestalt. Even if designs differ fundamentally, some deformation which used the function of this invention can be considered.

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PRIOR ART

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**TECHNICAL PROBLEM**

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**MEANS**

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DESCRIPTION OF DRAWINGS

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[Brief Description of the Drawings]

[Drawing 1] It is the schematic diagram of the proposed approach.

[Description of Notations]

4 D-Channel

5 Video Telephone

6 Information Server

7 1st Channel

8 2nd Channel

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TITLE: METHOD FOR INCREASING USE OF VIDEO CONFERENCE

PUBN-DATE: March 31, 2000

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APPL-NO: JP11229049

APPL-DATE: August 13, 1999

INT-CL (IPC): H04 N 7/14; H04 M 11/06

## ABSTRACT:

PROBLEM TO BE SOLVED: To increase the use of video telephone having a 1st channel for voice transmission and a 2nd channel for image transmission.

SOLUTION: At least one subscriber A (caller) or at least one subscriber B owns a video telephone 5 of this type. To increase commercial gain from the video telephone and at the same time to attract more user's attention, sound information and/or image information, especially advertisement, is inputted to the 1st channel 7 and/or 2nd channel 8 and reproduced by the video telephone 5, when the corresponding channels 7 and 8 are not used to establish or maintain a connection, while the connection is established and/or maintained between the subscribers.

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(54)【発明の名称】 ビデオ電話の使用を増進する方法

(57)【要約】

【課題】 音声伝送用の第1のチャネル (7) と画像伝送用の第2のチャネル (8) とを有するビデオ電話 (5) の使用を増進する方法。

【解決手段】 少なくとも1人のA加入者 (発呼者) または1人のB加入者がこのタイプのビデオ電話 (5) を所有する。ビデオ電話の商業上の利益を増進し、同時にユーザにとっての魅力を増進するために、接続確立の間および/または加入者間の接続が維持されている間、対応するチャネル (7、8) が接続確立または接続の維持のために使用されていない場合に、音声情報および/または画像情報、特に広告が第1のチャネル (7) および/または第2のチャネル (8) に入力され、ビデオ電話 (5) によって再生される。

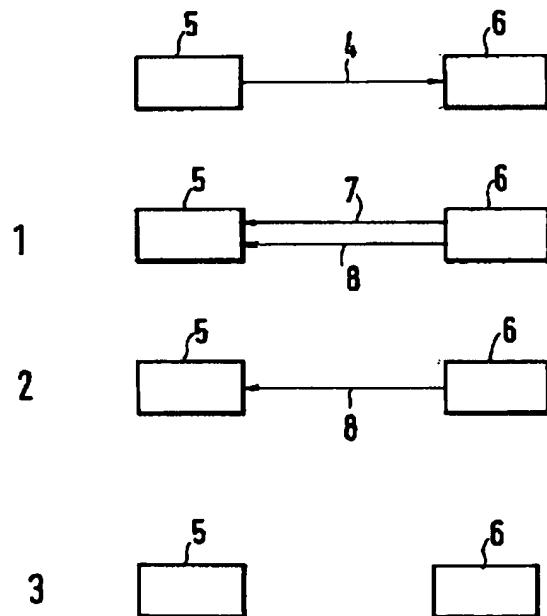


Fig. 1

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## 【特許請求の範囲】

【請求項1】 音声伝送用の第1のチャネル(7)と画像伝送用の第2のチャネル(8)とを有するビデオ電話(5)の使用を増進する方法であって、少なくとも1人のA加入者(発呼者)または1人のB加入者(被呼者)がこのタイプのビデオ電話(5)を所有し、接続確立の間および/または加入者間の接続が維持されている間、対応するチャネル(7、8)が接続確立または接続の維持のために使用されていない場合に、音声情報および/または画像情報、特に広告が第1のチャネル(7)および/または第2のチャネル(8)に入力され、ビデオ電話(5)によって再生されることを特徴とする方法。

【請求項2】 音声情報および/または画像情報を提供するネットワークオペレータまたはサービスプロバイダの情報サーバ(6)を特徴とする請求項1に記載の方法を実行するシステム。

【請求項3】 複数のプログラム、特に加入者固有の広告プログラムを提供する情報サーバ(6)と、加入者がプログラムを選択するための手段とを特徴とする請求項2に記載のシステム。

【請求項4】 少なくとも1つの交換機を有し、その交換機が、A加入者および/またはB加入者の少なくとも1つの使用されていないチャネル(7、8)を識別するための第1の手段と、

情報サーバ(6)をロードするための第2の手段とを含み、前記第2の手段は、少なくとも1つの使用されていないチャネル(7、8)が第1の手段によって識別されている時に作動可能であることを特徴とする請求項2または3に記載のシステム。

【請求項5】 A加入者および/またはB加入者の少なくとも1つの使用されていないチャネル(7、8)を検出するための手段と、少なくとも1つの情報ブロックを有する少なくとも1つのプログラムを格納するための手段と、A加入者および/またはB加入者の使用されていないチャネル(7、8)に前記情報ブロックを入力するための手段とを特徴とする請求項2から4のいずれか一項に記載の情報サーバ(6)。

【請求項6】 各情報ブロックの入力数を決定するカウントを特徴とする請求項5に記載の情報サーバ(6)。

## 【発明の詳細な説明】

## 【0001】

【発明の属する技術分野】 本発明は、請求項1のアリアンブルに記載のビデオ電話の使用を増進する方法、その方法を実行するシステム、および情報サーバに関する。

## 【0002】

【従来の技術】 少し前に、ビデオ電話を導入する技術上の条件が作成された。しかし、普及範囲はまだ非常に狭い。ビデオ電話加入者として連絡できる加入者はほとんど

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どない。したがって、ビデオ電話技術は、主として個人ユーザと業務ユーザの両方に於いて導入段階ではほとんど関心が持たれていない。

## 【0003】

【発明が解決しようとする課題】 本発明の目的は、ビデオ電話技術の市場性を決定的に改善することである。一方ではユーザの購入意欲の向上、他方では供給業者の商業上の利益がもたらされる。

## 【0004】

10 【課題を解決するための手段】 本発明によれば、この目的は請求項1の特徴機能によって達成される。ビデオ電話を広告メディアとして使用すると、ユーザ、ネットワークオペレータやサービスプロバイダ、ビデオ電話のメーカー、広告業界に利益がもたらされる。

【0005】 請求項2によれば、情報サーバによって音声情報および/または画像情報を提供するネットワークオペレータやサービスプロバイダは広告収入を得て、その広告収入を経済的に使用して自分のネットワークで顧客にビデオ電話を販売したりリースしたりできる。したがって、安いビデオ電話サービスが電話の顧客に提供される。どんなタイプの情報も受信できる。このようにしてビデオ電話は急速に普及し、主として通常の電話による(画像なしの)会話がビデオ電話で行われている導入段階では広告のパーセンテージは最大になる。

20 【0006】 顧客による特定の受け入れは請求項3の機能によって達成される。ユーザはビデオ電話を使用して、提供されている異なるいくつかのプログラムから自分に興味のあるプログラムを選択することができる。特に、各プログラムは特定の範囲の話題に関する情報あるいは広告を提供する。

【0007】 請求項4によれば、情報サーバは交換機を介して切り替えることができる。交換機は発呼者または被呼者の空いているチャネルを検出し、識別し、これを情報サーバに伝え、次いで情報サーバはプログラムをその空いているチャネルに入力する。その結果、加入者は、ビデオ電話を使用しているが会話はしていない間、画像情報と音声情報を受信することができる。接続確立が完了したばかりで、かつ他方の加入者がビデオ電話を所有していない場合、音声チャネルは電話の会話用に使用されるが、ビデオチャネルには依然として情報サーバを介してビデオ広告が供給される。会話している両当事者がビデオ電話を使用した後では情報サーバによるローディングは行われない。したがって、2つのチャネルの実際の動作、すなわち少なくとも2人の会話している加入者間で音声および画像を伝送する動作が優先になり、広告などによって抑止されることはない。

40 【0008】 請求項5には情報サーバの有利な実施形態が記載されている。ネットワークロードをできるだけ小さくしておくために、複製された内容を持ついくつかの情報サーバをネットワーク中で使用可能にしておく必要

がある。これによって、どのビデオ電話にも最も近い情報サーバを介して到達することができる。

【0009】請求項5による情報サーバの有利な発展形は請求項6の機能によって特徴づけられる。カウンタは伝送された特定のタイプの情報の数を判定する。詳細には、特定の広告ブロックあるいは広告スポットをカウントし、このカウントに基づいてコストの一部を広告業者に請求する。このようにしてネットワークオペレータやサービスプロバイダは広告収入を得、広告収入は顧客に中継される。

【0010】

【発明の実施の形態】以下で、本発明について図に示す実施形態に関してより詳細に説明する。

【0011】この図は提案した方法の概略図である。説明した例はISDNビデオ電話に関するものである。異なる3つのケースが示されている。接続確立では、最初にデータパケットがD-チャネル4を介してビデオ電話5から情報サーバ6に伝送される。このデータパケットは呼出し番号と、情報サーバ6によってビデオ電話5に伝送される所望のプログラムの識別文字とを含んでいる。識別文字は、たとえばビデオ電話5において事前設定することができる。しかし、情報サーバ6が所望のプログラムの呼出し番号固有のメモリを含んでいることも考えられる。情報サーバ6が作動した後、選択されたプログラムは2つのBチャネル7および8を介してビデオ電話5に伝送される。一方のBチャネル7は音声伝送用に使用され、他方のBチャネル8は画像伝送用に使

用される。

【0012】ケース2は、接続確立が完了し、第2の加入者、すなわち発呼者あるいは被呼者が音声チャネル7のみを使用している状況を示している。これはこの第2の加入者がビデオ電話を所有していないか、またはビデオチャネルを機能させていないケースである。ここではビデオチャネル8は空いており、したがって情報サーバ6から第1の加入者のビデオ電話5への画像伝送に使用することができる。その結果、第1の加入者は第2の加入者からの音声メッセージおよび情報サーバ6の画像情報を受信する。

【0013】ケース3では、接続確立が完了し、会話している2人またはすべての加入者がビデオ電話5を使用している。このケースでは、チャネル7とチャネル8の両方が使用されているので、情報サーバを介した画像伝送も音声伝送も不可能である。

【0014】本発明は、前述の実施形態に限定されるものではない。設計が基本的に異なっていても本発明の機能を使用したいいくつかの変形が考えられる。

20 【図面の簡単な説明】

【図1】提案した方法の概略図である。

【符号の説明】

- 4 D-チャネル
- 5 ビデオ電話
- 6 情報サーバ
- 7 第1のチャネル
- 8 第2のチャネル

【図1】

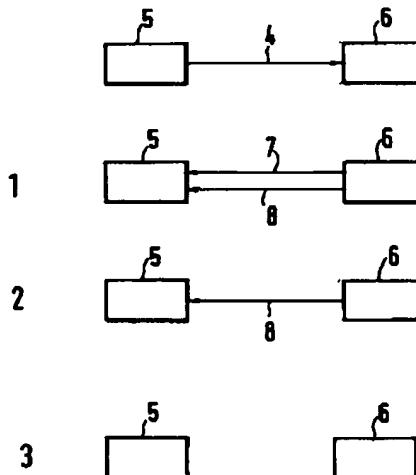


Fig. 1

【外國語明細書】

1. Title of Invention

Process for the increased use of a video telephone

2. Claims

1. Process for the increased use of a video telephone (5) with a first channel (7) for sound transmission and a second channel (8) for picture transmission, wherein at least one A-subscriber (caller) or one B-subscriber (call receiver) possesses a video telephone (5) of this type, characterised in that during connection setup and/or during maintenance of the connection between the subscribers, sound and/or pictorial information, in particular advertising is input into the first channel (7) and/or the second channel (8) for reproduction by the video telephone (5), providing the corresponding channel (7, 8) is not being used for connection setup or maintenance of the connection.

2. System for carrying out the process according to claim 1, characterised by an info server (6) of a network operator or a service provider which provides the sound and/or pictorial information.

3. System according to claim 2, characterised by

- ..an info server (6) which provides a plurality of programs, in particular subscriber-specific advertising programs and
- ..means for program selection by the subscriber.

4. System according to claim 2 or 3 with at least one exchange, characterised in that the exchange comprises

- ..first means for identification of at least one unused channel (7, 8) of the A- and/or B-subscriber and

.. second means for the loading of the info server (6),  
the second means being activable when at least  
one unused channel (7, 8) has been identified by  
the first means.

5. Info server (6) according to one of claims 2 to 4,  
characterised by

- .. means for detecting at least one unused channel (7,  
8) of the A- and/or B-subscriber,
- .. storage means for at least one program with at  
least one info block and
- .. means for inputting the info block into the unused  
channel (7, 8) of the A- and/or B-subscriber.

6. Info server (6) according to claim 5, characterised by  
a counter for determining the number of inputs of each info  
block.

### 3. Detailed Description of Invention

The invention relates to a process for the increased use of a video telephone according to the preamble of claim 1, to a system for carrying out the process and to an info server.

The technical conditions for introducing video telephones were created some time ago. However, the extent of distribution is still extremely small. The very few subscribers can be reached as video telephone subscribers. Therefore, video telephony is of little interest in the introductory phase both with respect to predominantly private users and commercially.

It is the object of the invention decisively to improve the marketability of video telephony. On the one hand, encouragement for users to buy and, on the other hand, commercial benefit for the suppliers are sought.

According to the invention, the object is achieved by the characterising features of claim 1. The use of the video telephone as an advertising medium affords advantages for the user, the network operator or service provider, the manufacturer of video telephones and the advertising industry.

The network operator or service provider who, according to claim 2, provides sound and/or pictorial information by means of an info server, obtains advertising income which can be used economically to sell or to lease video telephones to customers in his own network. An inexpensive video telephone service is therefore provided for telephone customers. Information of any type can also be received. In this way, the video telephone will be distributed more quickly, the percentage of advertising being greatest in

the introductory phase in which predominantly normal telephone conversations (without pictures) are conducted with the devices.

Particular acceptance by customers can be achieved owing to the features of claim 3. The user can use his video telephone to select, from a number of different programs offered, a program which is of interest to him. In particular, each program offers information or advertising on a specific range of topics.

According to claim 4, the info server can be switched on via an exchange. The exchange detects and identifies a free channel of a caller or a call receiver and announces this to the info server who then inputs a program into the free channel. Consequently, while the subscriber is busy with his video telephone but not holding a conversation, he can receive pictorial and sound information. As soon as the connection setup is complete and if the other subscriber does not possess a video telephone, the sound channel is used for the telephone conversation while the video channel is still supplied with video advertising via the info server. There is no loading by the info server once both conversing partners use a video telephone. Actual operation of the two channels, namely to transmit sound and pictures between at least two conversing subscribers, therefore has priority and cannot be suppressed by advertising or the like.

Claim 5 describes an advantageous embodiment of the info server. To keep the network load as small as possible, a number of info servers with replicated contents should be available in the network. This ensures that every video telephone can be reached via the closest info server.

An advantageous development of the info server according to claim 5 is characterised by the features of claim 6. The

counter determines the number of sent infos of a specific type. In particular, the specific advertising blocks or advertising spots are counted in order to invoice the advertising industry for a proportion of the cost on the basis of this count. In this way, the network operator or service provider obtains advertising income which can be relayed to customers.

The invention is described in more detail hereinafter with reference to an embodiment illustrated in a figure.

The figure shows a schematic overview of the proposed process. The described example relates to an ISDN video telephone. Three different cases 1 to 3 can be seen. For connection setup, a data packet is initially transmitted via a D-channel 4 from a video telephone 5 to an info server 6. This data packet contains the call number and an identification character for the desired program which is to be transmitted by the info server 6 to the video telephone 5. The identification character can be preset, for example, at the video telephone 5. However, it is also conceivable that the info server 6 contains a call-number-specific memory for the desired program. Once the info server 6 is activated, the selected program is transmitted via two B-channels 7 and 8 to the video telephone 5. One B-channel 7 serves for sound transmission while the other B-channel 8 serves for picture transmission.

Case 2 shows the situation where the connection setup is complete and the second subscriber - caller or call receiver - uses only the sound channel 7. This is the case when this second subscriber does not possess a video telephone or has deactivated its video channel. The video channel 8 is free here and can therefore be used for picture transmission from the info server 6 to the video telephone 5 of the first subscriber. Consequently, the

first subscriber receives the voice messages from the second subscriber and the pictorial information of the info server 6.

In case 3, the connection setup is complete and both or all conversing subscribers use video telephones 5. In this case, both channels 7 and 8 are used, so neither picture nor sound transmission is possible through the info server.

The invention is not restricted to the embodiment described hereinbefore. Rather, a number of variations is conceivable which make use of the features of the invention even with a fundamentally different design.

#### 4. Brief Description of Drawings

Figure 1 shows a schematic overview of the proposed process.

Fig. 1

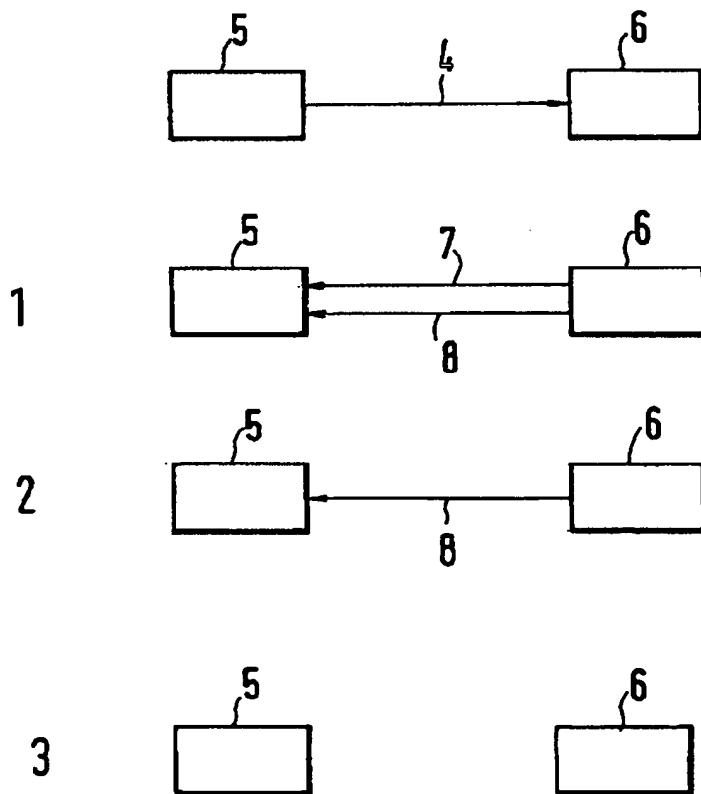


Fig. 1

**1. Abstract**

The invention relates to a process for the increased use of a video telephone (5) with a first channel (7) for sound transmission and a second channel (8) for picture transmission, wherein at least one A-subscriber (caller) or one B-subscriber (call receiver) possesses a video telephone (5) of this type. To increase the commercial benefit of video telephones with a simultaneous increase in attractiveness for the user, it is proposed that, during connection setup and/or during maintenance of the connection between the subscribers, sound and/or pictorial information, in particular advertising is input into the first channel (7) and/or the second channel (8) for reproduction by the video telephone (5), providing the corresponding channel (7, 8) is not used for connection setup or for maintenance of the connection.

**2. Representative Drawing****Fig. 1**